

Tourism in the Arctic coastal zone in the structure of nature management in the region



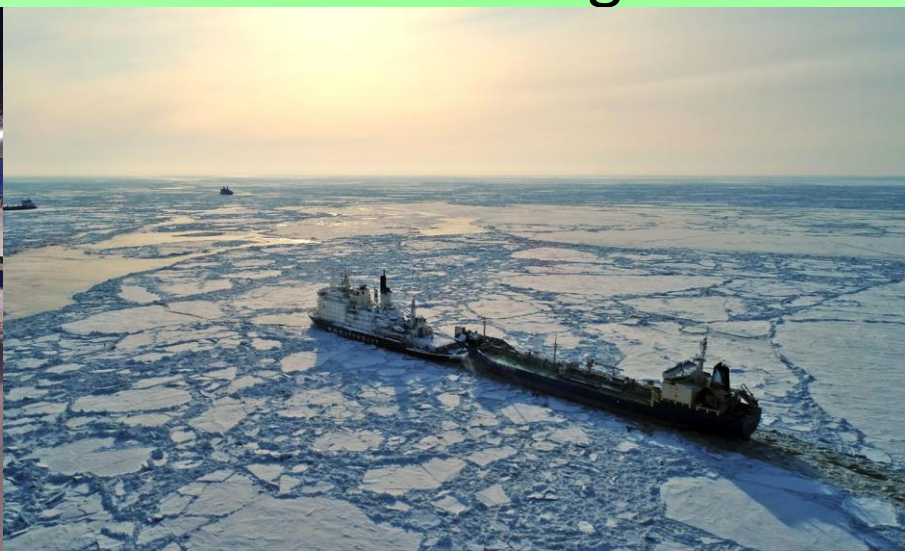
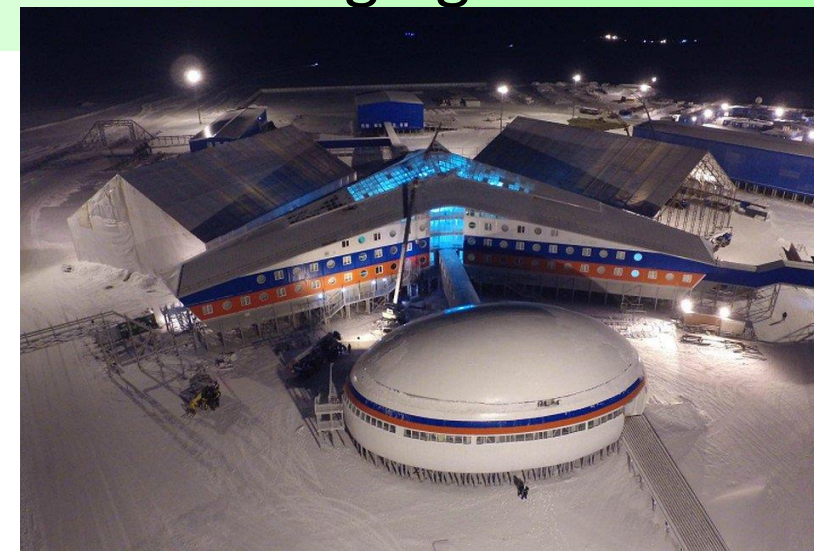
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Introduction

- Currently, the trend of intensification of economic activity in the Russian Arctic region, especially the mining industry and transportation of mineral resources is observed.
- There are conflicts between different types of human activity, in particular, between environmental activity on the one hand, and industrial, transport, special (military) and recreational activity on the other.
- Human economic activity is increasingly affected, both positive and negative, by the emerging trend towards climate warming and its consequences.



Tourism in Arctic region in general

- Intensification of recreational activity is quite promising for Russian economy in general and economy of Arctic region in particular.
- It does not enter into sharp conflicts with other types of human activity.
- Some direction of recreation, such as ecological and ethnic tourism, on the contrary, have a positive impact on the other types of human activity.
- However, tourism requires significant investments in recreational infrastructure, as well as consistent advertising campaigns to promote the region among potential tourists.



Some trends for environmental management in the Arctic region of the Russian Federation

- In contrast to the 90-ies of the XX century and partly the first decade of the XXI century, the role of military (special) activity is beginning to increase, which is associated with some strengthening of the armed forces of the Russian Federation in General, and its Navy in particular.
- In contrast to the 90-ies of the 20th century and partly the first decade of the 21st century, the role of transport human activity is beginning to increase.
- The role of recreational activity in region is increasing as well. Some types of tourism have already been developed in the region, while others have potential opportunities for development.

Features of recreational activity in the Arctic region

- Recreational activity could enter into mutually beneficial relationships with other types of human activity that are common in the region, and have a positive impact on the economic situation of region as a whole and for local residents in a particular.
- Development of eco-tourism in Arctic region, which can supplement the income of natural reserves, but not cause significant damage to their landscapes.
- The Western Arctic is a priority part of Arctic region for tourism development. In the all-Russian rating of Russian regions as tourist destinations, it is the Murmansk and Arkhangelsk regions that took the highest place among Arctic regions of state. This is due to its proximity to Europe and Central Russia, from which most tourists come. Among other reasons are its comparatively high population density, and the better development of infrastructure, in particular transport, in comparison with other Arctic regions.
- The remoteness of the Arctic territories is a positive factor for some tourists

Features of recreational activity in the Arctic region

- There are regional features of the various Arctic territories, which are also evident when considering the threats and opportunities for Arctic as a touristic region as well as its strengths and weaknesses. Thus, the level of infrastructure development, including tourism, gradually decreases when moving from West to East, in the same direction increases the severity of climatic conditions, in particular, values of winter temperatures, the duration of the ice period.
- The low level of income of Russian tourists can be compensated by attracting foreign tourists, in particular, from neighboring Scandinavia, Germany, China and some other states.



Adverse and dangerous natural processes in region

- processes of abrasion and thermal abrasion
- storm events and accompanying waves
- processes associated with permafrost on land (thermokarst, frost heaving, ice formation, etc., partly waterlogging and flooding).
- for mountainous areas of the coastal zone slope processes.
- climatic adverse events, in particular, severe winter frosts affects as well



Factors constraining Arctic tourism

- low income levels of many Russian citizens.
- distance from major centers and low infrastructure development.
- the low level of income of Russian tourists
- the weak development of the transport network (especially a shortage of rail transport) and recreational infrastructure as a whole



SWOT analysis of the Russian Arctic as a tourist region

Strengths

- Advantages
- Capabilities
- Resources, Assets, People
- Marketing - reach, distribution, awareness



Weaknesses

- Lack of competitive strength
- Financials
- Our vulnerabilities
- Timescales, deadlines and pressures
- Continuity, supply chain robustness



Opportunities

- Market developments
- Business and product development



Threats

- Environmental effects
- Market demand
- Obstacles



Strengths of tourism in the Arctic region

- The destination is "exotic" and unusual for the most tourists, the uniqueness of the tourist product that can attract tourists from all over the world.
- A variety of possible types of tourism in the region: cruise, ethnographic, extreme, adventure, excursion, event, religious, etc. The possibility of combining two or more of these types of tourism within one tour.
- Esthetic resources of the region, beauty and uniqueness of landscapes, flora and fauna.
- Opportunity for tourists to visit the North Pole (the unique touristic route)

Weaknesses of tourism in the Arctic region

- The cost of many tourist services, in particular, the cost of some cruises begins at several thousand US dollars.
- Remoteness of the region from the main economic centers, densely populated areas of the Russian Federation, European and Asian States (except for the Scandinavian countries).
- Weak level of development of tourist infrastructure, especially in the Asian part of the Russian Federation.
- Unfavorable climatic conditions, which strongly reduce the duration of the tourist season, make the stay of tourists uncomfortable, and in some cases can pose a threat to their health and even life. Their unaffordability in Russian Arctic increases from West to East.
- Risks to the health and life of recreants associated with the risk of storms, frequent non-flying conditions, etc. These same reasons make it complicated for tourists to plan the logistics

Opportunities for tourism development in the region

- The development of international cruise routes (Norway-Russia, Alaska-Chukotka, possibly Greenland-Iceland-Norway-Russia or Saint Petersburg-Murmansk around the Scandinavian Peninsula etc.).
- The combining transport and touristic trips on the Northern Sea Route.
- The creation of combined touristic routes using air, river, sea and rail transport, which will make the trips cheaper and more diverse.
- Reduction of international tension, which activates international cooperation in the field of tourism.
- Warming of the climate, which will lead to the improvement of the conditions for navigation, including recreational one.
- Development of small and medium-sized businesses in the tourism sector, which will lead to the improvement of the touristic infrastructure, a greater variety of recreation and will increase its comfort.
- The increase of the income level of residents of Russia and those countries with the largest tourist flows (Germany, China, Scandinavian countries, etc.)
- The increase of the number of independent tourists, which, as the examples of the Crimea and Kuban show, has a positive effect on the level of well-being of local residents.
- Development of competition in the tourism business, which will reduce prices and improve the quality of touristic services.

Threats to tourism in the Arctic region

- Exacerbation of conflicts with other types of human activity: military and environmental ones, which may lead to restrictions on the possibility of visiting a number of attractive areas for tourism, industrial, etc.
- Complication of the geopolitical situation, which will limit opportunities for international cooperation in the field of tourism, in particular, will make it more complicated to obtaining tourist visas and other documents necessary for organizing tours.
- The decrease in the level of income of the population in Russia and the countries from which the largest number of tourists arrive (USA, Germany, China, Scandinavian countries, etc.).
- Climate changes.
- Adverse and dangerous natural processes in general and their activation, in particular, degradation of permafrost.
- The increased of competition by other tourist regions, especially those of them, whose climate and recreational potential are similar to the Arctic ones, in particular, Alaska and Greenland.

Conclusion

There are two ways to develop Arctic tourism that do not exclude each other.

premium segment of the tourist market

further increasing the number of Arctic cruises, as well as increasing their diversity, and organizing individual tours (helicopter, off-road, hunting, fishing, there may be completely different options). Promotion the opportunity of such tourism among potential foreign and Russian tourists.

an «economy-class» tourism.

the development of mass tourism in the most developed and densely populated Northern regions: Murmansk region, Karelia, West part of Arkhangelsk region and in the vicinity of large cities in the European North, including in the Asian part (Norilsk, Salekhard, Magadan, Anadyr). Mass budget-priced tourism can include hunting, fishing tours, excursions, event tourism (for example, visiting folk festivals of the indigenous peoples of the North: the Sami, Nenets, Komi, etc.).

It seems optimal here, as the experience of developing other tourist destinations of Russia and the world shows, to use partnership between state and private business, which allows the state and private business to combine their efforts to achieve their goals.

Thank you for attention!

